

A NEW APPROACH TO ADVERTISING

by
LOUIS M. BLOCH JR. - I.B.S. BUSINESS MANAGER

College radio is unique in that its audience is composed of individuals comprising about the same high intellectual level. For that reason commercials of high quality will have greater appeal.

The I.B.S. Business Department has just developed a plan for concerns interested in obtaining college personnel. The idea is simply to advertise personnel needs instead of attempting to sell products in the college market. The plan has already been submitted to the major department stores in New York and the indications of interest have been exceedingly good. Commercials of this type would be a service to the students as much as to the advertiser. The college station could be used as the campus distributing center for any literature which participating concerns wish to make available.

Several of the college stations have mentioned that their members have close contact with certain national accounts. They have asked whether they might solicit these accounts. We have found that national advertisers usually prefer to place their business over a group of stations rather than on an individual campus. For this reason IBS has developed a plan whereby any student obtaining business for two or more stations would be personally compensated for his efforts. He would receive 3% of the gross contract provided he gives advance notice of the accounts he is soliciting and obtains approval from IBS to solicit those advertisers.

published by The Intercollegiate Broadcasting System
507 Fifth Avenue
New York 17, N.Y.
Editor - Harriette R. Slote

THE COLLEGE MAILBAG

CORNELL

Cornell has completed the installation of a new system of program transmission. Through this system they now reach everyone living on or near the campus. Accurate coverage figures are not available but the following estimate looks good to us.

90% of the Naval men stationed at Cornell

90% of the Army men stationed at Cornell

50% of the men students at Cornell

90% of the women students at Cornell

All of the Faculty.

Yale

Yale is operating on a three and one-half hour a day schedule, with the following regular programs:

6:30 AM Yawn Club (records and time signals,
going until 8:00 AM)

8:00 PM Morse Code Class

8:15 PM Campus headlines and sports news

8:30 PM Red, Hot, and Blue (recordings)

9:00 PM Design for Study or FM Symphony

9:55 PM Campus Headlines and Sports News

10:00 PM Sign Off

Note: Yale has found the Yawn Club to be so successful that some of the rest of you might be interested in trying a similar experiment. What about it? Ed.

Harvard

The Crimson Network recently installed some new and vastly improved equipment. It was designed by Robert Mack '43, and built by president Bill Flook and the rest of the Technical Department. It consists of a new and very flexible mixer, an intercom system and a monitor system. The mixer combines six independent channels three of which are high-gain mike, and three general purpose low-gain mike. There is also a new remote system of which they are especially proud - programs may be sent or received from Radcliffe or from two other phone lines that cover the university at the flick of a switch.

A new station was set up at Radcliffe during the summer vacation by members of the Crimson Network, using the equipment which was discarded when the new mixer was installed at Harvard. Radio Radcliffe is in full operation, maintains the same program schedule and exchanges programs regularly with Harvard.

One of the more popular programs is the Prize Show. This is a half-hour show which features passes to the local movie to the lucky man who succeeds in winning a blind date over the network phone while the station broadcasts what he says. Another feature program is the Harvard Sports Parade. On this series the network gets famous figures from the world of sport, and interviews them. They have had such outstanding people as Truett Sewell, star pitcher for the Pittsburgh Pirates.

Williams

WMS now covers about eleven hundred servicemen in addition to two hundred civilian students, which is the largest coverage the station has ever had.

This has caused them to revise both the hours of broadcasting and the types of programs presented. They are now on the air from 4:00 PM to 8:00 PM every day except Saturday. These are the best listening hours for the Navy men now in residence.

In addition to the usual record programs of various types, and campus news shows, WMS has arranged to present a popular local dance band in a "live" show once a week.

ED. Note. WMS was one of the first stations to go all-out in cooperating with the local military units. They have Navy V-12 men in key positions on the station.

INCREASING COVERAGE DURING WAR TIME

by

DAVID W. BORST - TECHNICAL MANAGER I.B.S.

An important present day problem is to maintain student coverage. As units of the armed forces move in, they often take the largest and most easily reached buildings, forcing the civilian students to move into smaller and widely scattered buildings. It becomes important, if the civilian audience is to be reached, to send radio signals into these new locations.

It is often the case that previously the smaller dwellings were overlooked as being unimportant as well as difficult to cover. Now with materials and time scarce, it becomes necessary to add these buildings to those reached by the campus transmitter.

Buildings not owned by the university or directly associated with it, should be included in the station's coverage, only after permission has been obtained and elaborate precautions have been taken to prevent radiation. Often such buildings, (rooming houses etc.) are located on the same block with private dwellings which should not hear the campus station's signals. The safest way to reach such places is to erect audio lines and install in each one a miniature transmitter (phone oscillator type). The cost of the lines, even using single wire ground return type, and difficulty of line and transmitter maintenance make it improbable that many such buildings will be covered unless special interests and considerations make the effort worth while.

Small university owned buildings and fraternities which are grouped together may be covered more easily. Temporary use may be made of an extended antenna type of transmission system. Such a system was described at the IBS Convention last winter, and written up in the January issue of the IBS Bulletin. Briefly the system involves erecting a network of copper or similar wire lines so that a line will run through or near each building to be reached. One source of wire would be the primary winding of a 2300 v. to 220/110 v. distribution transformer no longer needed in the school E.E. Lab. Very low powered r.f. on a clear low frequency broadcast band channel fed into this network at some central point could be used to give fair coverage of the area. The transmitter used to energize the system, if not located in the studio, could be modulated by audio sent over a similar single conductor line. Radiation does occur from this type of transmission system, and so great care must be exercised in its use. In cities, it is probable that if sufficient power is employed to more than just over-ride the average background noise, the radiation would be illegal. On a rural campus, radiation can be a little greater and interference from background noise will be less. If the receiver antennae are coupled directly to the line, reception will be improved.

Another means of increasing coverage may be found through energizing a-c or d-c power circuits with r.f. A study of the distribution circuit configuration will reveal if such a move will be practical. It may be that r.f. on the light lines will appear at unwanted locations, in which case this scheme must not be employed.

The Technical Department has for sale three phono-oscillators with 500 ohm line audio transformers. These could be used by a station needing extra coverage. The price is \$4.00 each. Installation instructions will be given.

New sections for the Technical Data book will give more detailed information on possible transmission lines and coupling devices. Coupling devices for 220 and 440 volt lines can be made from standard lab. components, if they cannot be purchased. Coupling to high tension lines requires special equipment and should in general not be attempted at this time.

If the problem of coverage is particularly important and these remarks do not offer a solution, by all means write the Technical Department presenting the case and every effort to find a solution will be made.

RETURN FROM BROADCASTING FACILITIES QUESTIONNAIRE

WESLEYAN

The Wesleyan Broadcasting facilities now include a studio, control room, and office. Two mikes and two turntables are fed through an appropriate mixer to the transmitter modulator and studio monitor amplifier. One dual speed and one standard turntable are available.

The transmitter, located in the studio, operates at 25 watts input on 1540 kc. The output is fed into a line which runs through the campus heating tunnels. Connections from the line to the building heating systems result in good reception in the major campus buildings.

David W. Borst
I.B.S. Technical Manager

Williams

WMS has facilities of two studios with centralized control room having glass viewing windows for each and a smaller room for the transmitter adjoining. Across the hall is a combined workshop for the technical crew and business office. The smaller studio A is used for most presentations, up to plays having a cast of 8, but for larger shows studio B is available which is large enough for a fourteen piece orchestra .

The mixing equipment in the control room has a total of ten channels, 3 being used for mikes, 2 for phonographs, 3 for remote pick-up lines, 2 for AM and FM receivers. Four high quality mikes are available; one 78 rpm 10 inch turntable and two dual speed 12 inch turntables. Also available is a Presto Model F recording system. Monitoring is by a vacuum tube volume indicator, earphones fed from a receiver, and monitor speakers in the control room and each studio.

Williams, comprised of many small dorms, fraternities, and other dwellings spread throughout the small college town, has had to install an extensive line system to effect 100% coverage which has now been achieved. An extensive network of steam tunnels has been wired with twisted pair. One 35 watt transmitter, operating on 640 kc is used to feed the underground network of lines, which in turn feeds power into four strategically located class A r.f. amplifiers. A network of single conductor overhead lines connects these r.f. amplifiers to the heating tunnels in the various nearby buildings which are fed from each amplifier.

A small two channel amplifier is available for remote programs, and a special machine-gun type director is available for one of the mikes to permit directional reception. A rather complete library of sound effects has been assembled for use by the Program Department. The usual cueing and talkback facilities are available for remote programs, and monitor speakers in the studios are provided with adequate interlocks. The whole station presents a workman like appearance and has all facilities required for broadcasting good programs.

David W. Borst
I.B.S. Technical Manager